



Costs of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK

November 2023

FIRST STEPS NUTRITION TRUST



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About this report

For infants who do not receive breastmilk or who are fed both infant formula and breastmilk, infant formula may be an essential and life sustaining product. It is however an expensive product and given the current cost of living crisis, it may be unaffordable for those on low incomes. The purpose of this report is to support healthcare professionals helping families assess price differences between comparable products to make informed decisions around which commercial milk formula to use.

The data presented is for information only. We have attempted to provide accurate information on the cost of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK and do so in good faith. However, pricing and products may change, so please refer to the specific retailers for up-to-date information.

When referencing this document please refer to the website for the most recent version

Key information for users

We have collected and collated data on the cost of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK (tables 1 to 5). Tables 1 to 3 show the differences in cost between infant formulas that are all essentially safe and suitable for babies from birth and throughout the first year of life. This information can be used to support conversations with parents who are struggling on tight budgets on how it's possible and 'okay' to switch formula brands.

Follow-on formula is marketed as suitable from 6 to 12 months of age and the differences in price between different brands and formats are reported in tables 4 & 5. It is often assumed that savings can be made by switching to follow-on formula after the first 6 months. Table 6 compares the cost per 100ml of feeding infant formula or the same brand follow-on formula. This information can be used to support conversations with parents in which it is explained that:

- Follow-on formula marketed as suitable from 6-12 months of age offers no extra nutritional benefits for young children and is not recommended by the NHS

and

- When made up, powdered follow-on formula may be marginally *more* expensive than same brand PIF when not bought at a promotional price (see table 6)

UK legislation permits promotional offers on follow-on formula and promotions differ between retailers and are valid only for a short period of time. To reflect any savings that can be made using promotional offers, table 9 shows those available at the time of data collection.

Prices can also vary between retailers. Table 7 compares the cost of the 5 least expensive branded powdered infant formulas and Aldi's (own brand infant formula) Mamia across high street and budget retailers and table 8 makes the same comparison for the least expensive branded follow-on formulas.

Our data shows that despite promotional savings on follow-on formula, larger packs not on promotion are often a less expensive option than products on short term promotional offers.

This information can be used to support conversations with parents in which it is explained that: Transient promotional offers on follow-on formula are not a robust basis on which to base infant feeding decisions when budgets are limited.

First Steps Nutrition Trust

Studio 2.14

The Food Exchange

New Covent Garden Market

London SW8 5EL

W: www.firststepsnutrition.org

E: susan@firststepsnutrition.org

First Steps Nutrition Trust is a charity which provides evidence-based and independent information and support for good nutrition from pre-conception to five years of age.

For information about infant milks sold over the counter in the UK see www.infantmilkinfo.org

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Costs of infant formula, follow-on formula and milks marketed as foods for special medical purposes available over the counter in the UK

November 2023

We have calculated the cost of infant milks currently marketed over the counter in the UK. We have calculated this based on the cost of 100ml of made-up powdered product, or 100ml of the ready to feed (RTF) equivalent.

1.0 How we calculated prices

We have taken prices from Boots the Chemist website, Tesco, Sainsbury's, Asda, Morrisons, Aldi, Lidl, Ocado online supermarkets and the manufacturers' online shop, prioritising our sources in that order. Where a product is not available at Boots we look for it on the Tesco website and so on until we find a current price. Prices for infant formula and follow-on formula may vary between retailers and follow-on formula may be sold at promotional prices for short periods of time, but the prices given here in tables 1 to 4 represent typical prices at the time the calculations were made. In order to support healthcare professionals who are helping families struggling to afford infant formula to assess price differences between comparable products and make choices between product types and brands, we have included some additional tables in this latest cost report. Tables 7 and 8 look more closely at price differences for infant formula and follow-on formula between retailers and table 9 shows promotional offers on follow-on formula available at the time of data collection.

Our calculation of the cost per 100ml of each commercial milk formula is based on the volume of formula that would be achieved by reconstituting the whole can of powder based on the manufacturers' given scoop weight and the standard of 1 scoop to 30ml of water, and recalculating to the cost of powder that would then be present in 100ml of made-up formula. In tables 2 to 6 our costs are presented in the order of the most to the least expensive product per 100ml in each category based on the cost per 100ml of RTF or per 100ml of reconstituted powdered infant formula.

Where we have calculated costs per day or per week, our calculations are based on the rounded cost per 100ml, recalculated to the daily or weekly volume of milk based on average intakes. The costs are our estimates based on the best information we have available and are given as a guide. Prices vary over time, scoop weight estimates and rounding and calculation methods may differ and others may come up with slightly different product costs. Where there appears to be a price differential but the cost per 100ml is similar this is usually due to scoop weight differences.

2.0 Starter packs of first infant formula

These 70ml or 90ml bottles are marketed in packs primarily for use in the first days after birth and are sold as bottles with teats to attach directly to the bottle. This means that any feed not consumed from the bottle must be discarded at the end of the feed. We have calculated the cost per day based on guidance that approximately 8 feeds are given in 24 hours in the first week of life, requiring 8 bottles. This is an extremely expensive way of buying infant formula: using Hipp Organic Combiotic First Infant Milk starter pack bottles would cost a family £102.67 a week, based on 8 bottles a day, using Aptamil Advanced starter pack bottles would cost £93.33 a week, using SMA Pro First Infant Milk starter pack bottles would cost £82.13 a week, using Kendamil Classic starter pack bottles would cost £78.40 a week, using Aptamil starter pack bottles would cost £74.67 a week and using Cow & Gate 1 First Infant Milk starter packs would cost £65.33 a week.

Using any of these milks is likely to lead to considerable waste in the first week of life as infants require small, regular feeds.

Parents wishing to use starter packs of infant formula should note that the cost of a particular starter pack of infant formula relative to other brands will not necessarily be reflected in the cost of longer-term use of the brand-equivalent powdered infant formula. In other words, manufacturers may produce starter packs at a comparable price to others on the market as a means of encouraging brand loyalty and then charge a premium for the equivalent powdered infant formula relative to other brands.

Table 1. Cost of starter packs of first infant milks.

Milk name	Volume	Cost	Where costed	Cost per 100ml	Cost per day birth – 2 weeks (8 bottles per day)
Aptamil Advanced 1 First Infant Milk	6 x 70 ml starter pack	£10.00	Boots	£2.38	£13.33
SMA Pro First Infant Milk	6 x 70ml Starter pack	£8.80	Boots	£2.10	£11.73
Hipp Organic Combiotic First Infant Milk	6 x 90ml starter pack	£11.00	Boots	£2.04	£14.67
Kendamil Classic First Infant Milk	6 x 70ml starter pack	£8.40	Boots	£2.00	£11.20
Aptamil 1 First Infant Milk	6 x 70ml starter pack	£8.00	Boots	£1.90	£10.67
Cow & Gate 1 First Infant Milk	6 x 70ml starter pack	£7.00	Boots	£1.67	£9.33

3.0 First infant milks – Ready to feed (RTF)

Table 2 shows infant formula marketed as first milk suitable from birth sold as ready to feed milks in tetrapak cartons or plastic bottles. We have compared costs as cost per 100ml milk, and to put this in perspective of the weekly family shopping bill, we have costed a week's intake based on an average intake at 2-3 months of 920ml/day. RTF infant formula may be a useful option when facilities to make up (non-sterile) powdered infant milk safely are lacking or when travelling but are considerably more expensive than powdered infant formula.

Table 2: Cost of first infant milks: ready-to-feed formulations (RTF).

Milk name	Volume	Cost	Where costed	Cost per 100ml	Cost per day (920ml/day)	Cost per week (6440ml/week)
Aptamil Advanced 1 First Infant Milk	200ml	£1.45	Boots	73p	£6.72	£47.01
Aptamil 1 First Infant Milk	200ml	£1.20	Boots	60p	£5.52	£38.64
Hipp Organic Combiotic First Infant Milk	200ml	£1.10	Boots	55p	£5.06	£35.42
SMA Pro First Infant Milk	200ml	£1.05	Boots	53p	£4.88	£34.13
Cow & Gate First Infant Milk	200ml	£1.00	Boots	50p	£4.60	£32.20
Kendamil Classic First Infant Milk	250ml	£1.20	Boots	48p	£4.42	£30.91
SMA Little Steps First Infant Milk	200ml	85p	Tesco	43p	£3.96	£27.69
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Hipp Organic First Infant Milk	470ml	£2.40	Sainsburys	51p	£4.69	£32.84
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Aptamil 1 First Infant Milk	1000ml	£5.25	Boots	53p	£4.88	£34.13
SMA Pro First Infant Milk	1000ml	£4.40	Sainsbury's	44p	£4.05	£28.34
Cow & Gate 1 First Infant Milk	1000ml	£4.30	Boots	43p	£3.96	£27.69

4.0 First Infant milks – powdered formulations (PIF)

Infant formula or infant milks marketed as foods for special medical purposes suitable for use from birth can be made from cows' or goats' milk, soya protein or protein hydrolysates. The first milks detailed here include first infant formula, hungry baby milks and specialised milks classified as foods for special medical purposes but sold over the counter in the UK. Public health guidance in the UK is that healthy non breastfed or partially breastfed babies should be given a whey-based first infant formula, i.e. based on cows' or goats' milk, and they can drink this throughout their first year (see <https://www.nhs.uk/conditions/baby/breastfeeding-and-bottle-feeding/bottle-feeding/types-of-formula/>).

Information about the composition of all infant milks marketed in the UK, can be found on our website www.infantmilkinfo.org.

We have compared costs per 100ml of made-up infant milk, and to put this in perspective of the weekly family shopping bill, we have costed a week's intake based on an average intake at 2-3 months of 920ml/day.

Powdered infant milks are highly variable in cost. Aptamil First Infant Milk Tabs are powdered infant formula in tablet form. These pre-measured tablets are the most expensive way to buy standard cows' milk based infant formula at 35p per 100ml. The most expensive standard powdered infant formula is Kendamil Goat First Infant Milk, which costs 33p per 100ml. There are considerable cost differences between powdered cows' milk-based infant formula. Aptamil Organic First Infant Milk at 25p per 100ml is the most expensive organic infant formula whilst Aptamil Advanced First Infant Milk at 32p per 100ml is the most expensive non-organic cows' milk based infant formula in standard format. **The cheapest powdered first infant formula in a standard sized pack is Mamia First Infant Milk costing 14p per 100ml. Overall the cheapest powdered first infant milk is Cow & Gate First Infant Milk in a 1200g big pack costing 13p per 100ml. As all first infant milks must meet retained EU regulations for infant formula composition, there is no need for families to buy more expensive formula. Some of the formula milks that do not currently make claims through marketing and advertising are cheaper, and therefore families benefit when companies simply produce a product which meets regulations without marketing.**

The cost of feeding a 2-3 month old baby over a month (30 days) can therefore vary in cost from £96.60 to £36.00. Considering the most available brands in supermarkets, a family choosing Aptamil Advanced First Infant Milk would spend £88.20 a month and those using SMA Advanced First Infant Milk would spend £77.40 a month, compared to £44.10 if SMA Little Steps First Infant Milk was chosen. If a family has access to an Aldi supermarket, they would spend £38.70 on Mamia First Infant Milk, or £36.00 based on buying a big pack of Cow & Gate First Infant Milk.

Table 3: Cost of first infant milks: powdered formulations (PIF).

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Aptamil 1 First Milk Tabs	552g	£14.50	Boots	35p	£3.22	£22.54
Kendamil Goat First Infant Milk	800g	£20.99	Boots	33p	£3.04	£21.25
Aptamil Advanced 1 First Infant Milk	800g	£19.00	Boots	32p	£2.94	£20.61
Aptamil Anti-reflux	800g	£18.00	Boots	30p	£2.76	£19.32
Aptamil Comfort	800g	£18.00	Boots	30p	£2.76	£19.32
Aptamil Lactose Free	400g	£9.25	Boots	30p	£2.76	£19.32
NANNYCare First Infant Milk (Goats' milk based)	900g	£20.00	Tesco	28p	£2.58	£18.03
SMA Advanced First Infant Milk	800g	£17.50	Boots	28p	£2.58	£18.03
SMA Lactose Free	400g	£8.50	Boots	27p	£2.48	£17.39
Kendamil Mehadrin First Infant Milk**	800g	£14.00	Manufacturer	26p	£2.39	£16.74
SMA Soya First Infant Milk	800g	£16.50	Boots	26p	£2.39	£16.74
Aptamil Organic First Infant Milk	800g	£15.75	Ocado	25p	£2.30	£16.10
SMA Anti-Reflux	800g	£16.00	Boots	25p	£2.30	£16.10
Aptamil 1 First Milk	800g	£14.50	Boots	24p	£2.21	£15.46
Aptamil 1 First Milk @Lidl	700g	£12.69	Lidl	24p	£2.21	£15.46
Aptamil Hungry Milk	800g	£14.50	Boots	24p	£2.21	£15.46
Hipp Combiotic Anti-reflux	800g	£15.50	Tesco	24p	£2.21	£15.46

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Hipp Combiotic Comfort	800g	£15.50	Boots	24p	£2.21	£15.46
Kendamil Comfort	800g	£15.49	Manufacturers online shop	24p	£2.21	£15.46
Kendamil Organic First Infant Milk	800g	£15.00	Boots	24p	£2.21	£15.46
SMA Comfort	800g	£15.50	Tesco	24p	£2.21	£15.46
Cow & Gate Anti-reflux	800g	£14.00	Boots	23p	£2.12	£14.81
Cow & Gate Comfort	800g	£14.00	Boots	23p	£2.12	£14.81
HiPP Organic Combiotic First Infant Milk	800g	£13.50	Boots	21p	£1.93	£13.52
SMA Extra Hungry	800g	£13.50	Ocado	21p	£1.93	£13.52
SMA Pro First Infant Milk	800g	£13.50	Boots	21p	£1.93	£13.52
Aptamil First Infant Milk 2 x 600g	1200g	£17.00	Boots	19p	£1.75	£12.24
Kendamil Classic First Infant Milk	800g	£12.00	Boots	19p	£1.75	£12.24
Cow & Gate 1 First Infant Milk	800g	£10.50	Boots	17p	£1.56	£10.95
Cow & Gate Infant Milk for hungrier babies	800g	£10.50	Boots	17p	£1.56	£10.95
Cow & Gate 1 First Infant Milk @ Lidl	700g	£9.19	Lidl	17p	£1.56	£10.95
SMA Little Steps First Infant Milk	800g	£9.75	Boots	16p	£1.47	£10.30
Similac Gold 1 First Infant Milk	900g	£11.00	Ocado	15p	£1.38	£9.66
Mamia First Infant Milk	900g	£9.39	Aldi	14p	£1.29	£9.02

Milk name	Weight	Cost	Where costed	Cost per 100ml made up milk	Cost per day (920ml/day)	Cost per week (6440ml/week)
Cow & Gate First Infant Milk 2 x 600g	1200g	£12.00	Boots	13p	£1.20	£8.37

** No price information available online for these products, last data available used.

5.0 Follow-on Formula

Follow-on formula are marketed for infants from 6 to 12 months of age. There are no health and nutrition benefits to switching from infant formula to follow-on formula and they are not recommended by the NHS which states that non breastfed and partially breastfed babies can be given first infant formula until 12 months of age.

Table 4 summarises the cost of follow-on formula milks and considers both a daily cost of 600ml formula per day and a weekly cost of 4200ml of formula used at 7-12 months of age. RTF, goats' milk and tablet format products remain the most expensive options. There can be some small differences in daily and weekly cost between same brand first infant and follow-on formula despite the products costing the same and being sold in the same volume. These differences arise from differences in scoop weight and can mean that follow-on formula costs marginally more per 100ml. **There are no cost savings to be made from switching from first infant formula to follow-on formula.** Section 5 compares the differences in cost per 100ml between reconstituted infant formula and follow-on formula as this more accurately reflects the true feeding cost of the product.

Because UK legislation prohibits promotional pricing of infant formula but not follow-on formula, promotional offers can occasionally make follow-on formula less expensive than same brand first infant formula. These offers are generally short lived and are not therefore a robust basis on which to base feeding decisions for families on a budget. Section 7.0 looks more closely at promotional offers that were valid during the period of data collection for this report. The prices we quote for follow-on formula in tables 4-5 refer to pricing before any promotional offers have been applied.

Table 4: Cost of Follow-on milk: ready-to-feed formulations (RTF).

Milk name	Volume/ Weight	Cost	Where costed	Cost per 100ml made-up milk	Cost per day at 7-12 months (600ml)	Cost per week at 7- 12 months (4200ml)
Aptamil Advanced 2 Follow-on Milk	200ml	£1.30	Boots	65p	£3.90	£27.30
Aptamil 2 Follow-on Milk	200ml	£1.20	Boots	60p	£3.60	£25.20
Hipp Organic Combiotic Follow-on Milk	200ml	£1.10	Boots	55p	£3.30	£23.10
SMA Pro Follow on Milk	200ml	£1.05	Boots	53p	£3.18	£22.26
Cow & Gate 2 Follow on Milk	200ml	£1.00	Boots	50p	£3.00	£21.00
SMA Little Steps Follow on Milk	200ml	85p	Asda	43p	£2.58	£18.06

Table 5: Cost of follow-on milks: powdered formulations (PIF).

Milk name	Weight	Cost	Where costed	Cost per 100ml made-up milk	Cost per day at 7-12 months (600ml)	Cost per week at 7-12 months (4200ml)
Aptamil 2 Follow-on Milk Tabs	576g	£14.50	Boots	35p	£2.10	£14.70
Aptamil Advanced 2 Follow on Milk	800g	£19.00	Boots	33p	£1.98	£13.86
Kendamil Goat Follow-on Milk	800g	£20.99	Boots	33p	£1.98	£13.86
SMA Advanced Follow-on Milk	800g	£17.50	Boots	29p	£1.74	£12.18
NANNYCare Follow on Milk	900g	£20.00	Tesco	28p	£1.68	£11.76
Aptamil Organic Follow-on Milk	800g	£14.50	Asda	25p	£1.50	£10.50
Aptamil 2 Follow on Milk	800g	£14.50	Boots	25p	£1.50	£10.50
Kendamil Organic Follow-on Milk	800g	£15.00	Boots	25p	£1.50	£10.50
Aptamil 2 Follow on Milk @ Lidl	700g	£12.25	Lidl	24p	£1.44	£10.08
HiPP Organic Combiotic Follow on Milk 2	800g	£13.50	Boots	22p	£1.32	£9.24
SMA Pro Follow-on Milk	800g	£13.50	Boots	22p	£1.32	£9.24
Aptamil Follow-on Milk 2 x 600g	1200g	£17.00	Boots	20p	£1.20	£8.40
Kendamil Classic Follow-on Milk	800g	£12.00	Boots	20p	£1.20	£8.40
Cow & Gate 2 Follow on Milk	800g	£10.50	Boots	18p	£1.08	£7.56
Cow & Gate 2 Follow on Milk @Lidl	700g	£8.95	Lidl	17p	£1.02	£7.14
Similac Gold 2 Follow-on Milk	900g	£11.00	Ocado	16p	96p	£6.72

Milk name	Weight	Cost	Where costed	Cost per 100ml made-up milk	Cost per day at 7-12 months (600ml)	Cost per week at 7-12 months (4200ml)
SMA Little Steps Follow on Milk	800g	£9.75	Boots	16p	96p	£6.72
Cow & Gate 2 Follow-on Milk 2 x 600g	1200g	12.00	Boots	14p	84p	£5.88

6.0 How does the cost of infant formula compare to same brand follow-on formula?

There are some differences in the cost per 100ml of follow-on formula compared to infant formula, whereby **follow-on formula is typically more expensive than infant formula**. Differences in cost per 100ml between infant and follow-on formula that cost the same per can arise as a result of different scoop weights between products; where the scoop size is larger, more formula is used to make up the same volume of feed. Rounding of the cost per 100ml may also amplify differences between infant and follow-on formula costs. Table 6 compares the cost per 100ml of reconstituted infant formula and the same follow-on formula as this more accurately reflects the true feeding cost of the product.

Table 6. Cost difference between infant formula (IF) and follow-on formula (FoF) based on standard sized packs.

Milk name	Weight	Cost	Where costed	Cost per 100ml made-up milk
Aptamil 1 IF Tabs	552g	£14.50	Boots	35p
Aptamil 2 FoF Tabs	576g	£14.50	Boots	35p
Aptamil Advanced 1 IF	800g	£19.00	Boots	32p
Aptamil Advanced 2 FoF	800g	£19.00	Boots	33p
Kendamil Goat IF	800g	£20.99	Boots	33p
Kendamil Goat FoF	800g	£20.99	Boots	33p
SMA Advanced IF	800g	£17.50	Boots	28p
SMA Advanced FoF	800g	£17.50	Boots	29p
NANNYCare IF	900g	£20.00	Tesco	28p
NANNYCare Follow on Milk	900g	£20.00	Tesco	28p
Aptamil 1 IF	800g	£14.50	Boots	24p
Aptamil 2 FoF	800g	£14.50	Boots	25p
Kendamil Organic IF	800g	£15.00	Boots	24p
Kendamil Organic FoF	800g	£15.00	Boots	25p
HiPP Organic Combiotic IF	800g	£13.50	Boots	21p
HiPP Organic Combiotic FoF	800g	£13.50	Boots	22p
SMA Pro IF	800g	£13.50	Boots	21p
SMA Pro FoF	800g	£13.50	Boots	22p
Kendamil Classic IF	800g	£12.00	Boots	19p
Kendamil Classic FoF	800g	£12.00	Boots	20p
Cow & Gate 1 IF	800g	£10.50	Boots	17p
Cow & Gate 2 FoF	800g	£10.50	Boots	18p
Similac Gold 1 IF	900g	£11.00	Ocado	15p
Similac Gold 2 FoF	900g	£11.00	Ocado	16p

7.0 Cost of powdered infant formula across high street and budget retailers

There can be some significant differences in cost between the same brand of infant formula when bought from different high street retailers. To provide relevant information to healthcare professionals working with families struggling to afford infant formula, we have compared the cost of the least expensive brand of infant formula in each manufacturer's portfolio across both budget retailers and the largest high street retailers. Iceland currently markets some main brand infant formula including Aptamil, Cow & Gate and Kendamil Classic infant formulas at a lower price per unit than most other retailers. However, **Cow & Gate 1200g (2 x 600g) packs purchased from Boots is currently the least expensive way to purchase infant formula, at a cost of 13p per 100ml. The next least expensive infant formula products at a cost of 14p per 100ml are: Cow & Gate 1200g (2 x 600g) purchase at Asda, Morrisons, Tesco or Sainsburys, Kendamil Classic purchased at Iceland, or Mamia purchased at Aldi.**

Table 7: Cost of the 5 least expensive branded PIFs and Aldi's Mamia across high street and budget retailers.

Milk name	Pack weight	Cost	Where costed	Cost per 100ml	Cost per day (920ml/day)	Cost per week (6440ml/week)
Aptamil 1 First Infant Milk	1200g	£17.00	Asda, Boots, Morrisons, Sainsburys	19p	£1.75	£12.24
	800g	£12.00	Iceland	20p	£1.84	£12.88
		£14.50	Asda, Boots, Morrisons, Sainsburys, Tesco	24p	£2.21	£15.46
		£14.49	Superdrug	24p	£2.21	£15.46
	700g	£12.69	Lidl, Savers	24p	£2.21	£15.46
Cow & Gate 1 First Infant Milk	1200g	£12.00	Boots	13p	£1.20	£8.37
		£12.50	Asda, Morrisons, Tesco, Sainsburys	14p	£1.29	£9.02
	800g	£10.75	Co-Op	18p	£1.66	£11.59

Milk name	Pack weight	Cost	Where costed	Cost per 100ml	Cost per day (920ml/day)	Cost per week (6440ml/week)
Cow & Gate 1 First Infant Milk	800g	£10.50	Asda, Boots, Morrisons, Sainsburys, Superdrug	17p	£1.56	£10.95
		£9.75	Iceland	16p	£1.47	£10.30
	700g	£9.19	Aldi, Lidl, Savers	17p	£1.56	£10.95
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Hipp Organic First Infant Milk	800g	£13.50	Asda, Boots, Morrisons, Tesco and Sainsburys	21p	£1.93	£13.52
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Kendamil Classic	800g	£9.25	Iceland	14p	£1.29	£9.02
		£12.00	Asda, Boots, Morrisons, Tesco, Sainsburys	19p	£1.75	£12.24
		£11.99	Savers, Superdrug	19p	£1.75	£12.24
		£12.50	Co-Op	20p	£1.84	£12.88
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SMA Little Steps	800g	£9.75	Asda, Boots, Morrisons, Tesco, Sainsburys	16p	£1.47	£10.30
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Mamia Infant Milk	900g	£9.39	Aldi	14p	£1.29	£9.02

8.0 Cost of powdered follow-on formula across high street and online retailers

There can be some significant differences in cost between the same brand of follow-on formula when bought from different high street retailers. We have compared the cost of the least expensive brand of follow-on formula in each manufacturers portfolio across both budget retailers and the largest high street retailers. Iceland currently markets some main brand follow-on formulas including Aptamil, Cow & Gate and Kendamil Classic follow-on formulas at a lower price than most other retailers. However, **buying Cow & Gate 1200g (2 x 600g) packs at Boots, Asda, Tesco, Morrisons and Sainsburys at 14p per 100ml is currently the least expensive way to buy infant formula. The next least expensive way to buy follow-on formula at a cost of 15p per 100ml is to buy Kendamil Classic from Iceland stores.**

Table 8: Cost of the least expensive brand of follow-on formula from each manufacturer across high street and budget retailers.

Milk name	Pack weight	Cost	Where costed	Cost per 100ml	Cost per day (600ml/day)	Cost per week (4200ml/week)
Aptamil 2 Follow-on Milk	1200g	£17.00	Asda, Boots, Morrisons, Sainsburys	20p	£1.20	£8.40
	800g	£12.00	Iceland	21p	£1.26	£8.82
		£14.00	Asda	24p	£1.44	£10.08
		£14.49	Superdrug	25p	£1.50	£10.50
		£14.50	Boots, Morrisons, Tesco, Sainsburys	25p	£1.50	£10.50
	700g	£12.25	Lidl	24p	£1.44	£10.08
		£12.29	Savers	24p	£1.44	£10.08
Cow & Gate 2 Follow-on Milk	1200g	£12.00	Boots	14p	84p	£5.88
		£12.25	Asda,	14p	84p	£5.88
		£12.50	Morrisons, Tesco, Sainsburys	14p	84p	£5.88

Milk name	Pack weight	Cost	Where costed	Cost per 100ml	Cost per day (600ml/day)	Cost per week (4200ml/week)
Cow & Gate 2 Follow-on Milk	800g	£9.65	Asda	16p	96p	£6.72
		£9.75	Iceland	17p	£1.56	£10.95
		£10.49	Superdrug	18p	£1.08	£7.56
		£10.50	Boots, Morrisons, Tesco, Sainsburys	18p	£1.08	£7.56
		£8.95	Lidl, Savers	17p	£1.02	£7.14
Hipp Organic Follow-on Milk	800g	£12.15	Asda, Morrisons	20p	£1.20	£8.40
		£13.50	Boots, Tesco, Sainsburys	22p	£1.32	£9.24
Kendamil Classic Follow-on Milk	800g	£9.25	Iceland	15p	90p	£6.30
		£11.99	Savers, Superdrug	20p	£1.20	£8.40
		£12.00	Asda, Boots, Morrisons, Tesco, Sainsburys	20p	£1.20	£8.40
		£12.50	Co-Op	21p	£1.26	£8.82
SMA Little Steps Follow-on Milk	800g	£9.75	Asda, Boots, Morrisons, Tesco, Sainsburys	16p	96p	£6.72

9.0 November promotional prices on follow-on formula

UK legislation prohibits promotional pricing of infant formula, but not follow-on formula. Promotional offers on follow-on formula occur regularly across retailers and can occasionally make follow-on formula less expensive than the same brand first infant formula. These offers are generally short lived and depend on consumers buying multiple products or being cardholders of the retailers shopping club. Offers change from week to week and are not therefore a robust basis on which to base feeding decisions for families on a budget. During the weeks that we collected our data there was only one promotional offer that was not dependent on customers buying multiple cans of product or of being a card holding member of the store's shopping club. The greatest potential saving from promotional pricing on follow-on formula was for Kendamil classic follow-on milk which was reduced from £12 to £10 for nectar card holders at Sainsburys. This is still more expensive than the current non-promotional price of £9.25 for Kendamil classic follow-on formula from Iceland.

Table 9. Promotional pricing available on some follow-on formula milk during November 2023.

Milk name	Normal price	Promotional offer	Saving	Retailer	Promotional limitations
Hipp Organic Combiotic Follow-on Formula	£13.50	£12.15	£1.35 per can	Asda and Morrisons	None
SMA Little Steps Follow-on Formula	£9.75 x 2	2 for £17.50	£2 across 2 cans	Asda and Morrisons	Multibuy
*Cow & Gate Follow-on Milk	£10.50 x 4	Spend £40 on baby products, get £5 off	£5 across 4 cans	Boots	Minimum spend of £40 on baby products
Kendamil Follow-on Milk	£12.00	£10.00	£2 per can	Sainsburys	Nectar club card holders

* Our calculation assumed the £40 minimum spend was achieved by buying x4 cans of Cow & Gate follow-on formula at £10.50 per can.